



Marymoor Park Welcomes Corteo!

King County Parks – Partnership for Parks Initiative



Since 2002 Parks has been empowered to engage in 'good-government' initiatives and embrace non-traditional ways of doing business. Partnerships between King County Parks, corporations, non-profits & entities such as Cirque du Soleil create much needed revenue to ensure parks remain clean, safe and open – even during tight fiscal times.



Corporate partnerships bring new revenue for operations & maintenance that ensures our parks remain open to the public.

All King County Parks enterprise projects are developed in close collaboration with private partners and are geared to be mutually beneficial – meet supporters' goals and parks' mission to promote healthy lifestyles, sustainable parks and innovative collaborations.



Cirque du Soleil brought Varekai to King County's Marymoor Park in May of 2006. With it came \$550,000 in revenue to help support the maintenance and operations of King County Parks and millions of dollars of economic development to Redmond and nearby businesses. In 2006, Fifty-three performances brought in over 130,000 visitors to Marymoor Park making it the Cirque's most successful show on their West Coast tour.



Cirque du Soleil returning to Redmond next year

By Misha Berson
Seattle Times theater critic

Keeping to its plan of visiting the Seattle area about once every two years with a different attraction, the world-renowned Cirque du Soleil will return to the region.



Redmond, county reap benefits from Cirque du Soleil

By Lisa Chiu
Seattle Times Eastside Bureau

While there has been plenty of praise for Cirque du Soleil's show in Marymoor Park over the past five weeks, local establishments are also applauding the economic impact the show has had on Redmond and the county.

Just days after "Varekai" — Cirque's latest world of magical forests, volcano creatures — was spirited away, restaurants and stores said the circus crowd amount of business since it set up its tent at the King County park in early May.

Initial estimates show gross revenues for the event came in at \$550,000 for the county department, far surpassing the department projection of \$400,000. Parking, which was the majority at \$350,000. The rest was a user fee the county charged for the event.

The event was the park's most successful in terms of revenue, and Marymoor has just added a new moneymaking park, said parks administrator Tom Teigen.

With roughly \$100,000 in expenses, Teigen estimated a net profit of \$450,000.

"To actually net higher than the estimated cost is a real feat," said Teigen, referring to Cirque and the county.

The money will go to the county's parks department for Marymoor.

At Pomegranate Bistro across from the park, owner Lisa Dupar said about 200 diners for the past few weeks. She said the past few weeks have been the best for the bistro since the show arrived after the 4 p.m. show or before the show.

"We started laughing after a few weeks," she said. "We called it the 'Cirque rush.'"



Cirque goes beyond the saturation point

By Misha Berson
Seattle Times theater critic

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Ever-changing Cirque du Soleil seeks Marymoor magic

By Misha Berson
Seattle Times theater critic

Other-worldly two-legged creatures who shimmy up tall trees, soar on waxed leather wings and literally hoist themselves forward by their hand straps are set to invade Redmond next week. And the red carpet is



@varekai
Cirque du Soleil, which was previously staged at a parking lot in Renton, is coming to Marymoor Park in Redmond with a show called "Varekai."

Related
"Varekai" artists take flight in these soaring numbers



@varekai
Cirque du Soleil reveals its new audio-visual production

"Corteo" | April 24, 2008!



"Cortege" in Italian, is a joyous procession, a festive parade imagined by a clown. The show brings together the passion of the actor with the grace and power of the acrobat to plunge the audience into a theatrical world of fun, comedy and spontaneity situated in a mysterious space between heaven and earth.

"What a wonderful experience! This show took your breath away! The performers were EXCEPTIONAL and the music made you feel as though you were really part of this awe-inspiring fantasy."

- Marija

King County Parks & Redmond Town Center



- o Cross-Promotion
- o Parking “receipts” handed by a Parks employee to driver (~40,000 vehicles)
- o On-site Redmond Town Center concierge
- o Hors d’oeuvre specials from participating RTC restaurants (receipt coupon)

Corteo Performances



Cirque du Soleil opens April 24
For performance availability, visit
www.cirquedusoleil.com
Group booking available for groups
larger than 25 people

Please confirm exact dates on Web site

Tue - Thu	(8pm curtain)
Fri - Sat	(4pm curtain) (8pm curtain)
Sunday	(1pm curtain) (5pm curtain)



“Corteo” Events at Marymoor Park

Fundraising ~ Social Event ~ Corporate



- o Block tickets – sit with friends, clients or colleagues
- o Cross promotions
- o No hassle evening with the Cirque Du Soleil
- o Limited engagement
- o Unique fundraising opportunity - turn-key event followed by Cirque performance
- o Corporate meetings - team building, host clients & investors, sales presentations

The Historic Clise Mansion at Marymoor Park



- o Built in 1904 as a hunting lodge
- o Registered historic landmark
- o 28 room mansion
- o Includes: Great Room, Library, Veranda, Reception Room, Billiard Room, gardens, meadow, gazebo, & brick courtyard.

The Historic Clise Mansion at Marymoor Park



- o Turn-key event - tents, tables, decorations, music, etc.
- o Wi-fi network
- o Audio-visual equipment available
- o Access to park amenities
- o Choose from 10 select caterers -
Hors D'oeuvres, Dinner, Dessert, Buffet,
Luncheon, Beer, Wine, Champagne

Clise Mansion Capacity



Seated Rounds

One room: 80-100 people

Full mansion: 200 people

Indoor/outdoor: up to 800 people

Mix & Mingle

Full mansion: up to 400 people

Indoor/outdoor: up to 2000 people

Eben Elliott | ebene@esmeetings.com

Other Partnership Needs?

- ✓ *Corteo* graphics customized for your partnership
- ✓ Block tickets
- ✓ Ticket promotion – giveaways
- ✓ Streaming video and photos
- ✓ Cirque artist/performers for large events
- ✓ Costume displays for shopping malls
- ✓ Fliers, posters, CDroms
- ✓ Other?

Cirque du Soleil, Marketing Manager | Marie-Eve.Dufour@cirquedusoleil.com
Corporate & Group Sales, “Tapis Rouge” VIP lounge | emilie.laberge@cirquedusoleil.com